



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS**

COURSE TITLE: COMMUNICATION RESEARCH
COURSE CODE: JLS814
CREDIT UNITS: 3
TIME ALLOWED: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS

1a. Identify and explain two other methods of knowing, apart from science. (5½ marks)

1b. List and explain six steps of scientific observation. (12 marks)

2a. Define and list the major stages of scientific observation. (5½ marks)

2b. Identify and explain four of the factors that set research apart from other forms of knowledge. (12 marks)

3a. Briefly explain the factors that led to the emergence of mass media research. (5marks)

3b. What are the related qualities that determine the usefulness of a measurement scale? (12½ marks)

4a. Identify the two forms of research classification by practice. (5½ Marks)

4b. Examine the general problem in survey research. (12 Marks)

5a. List the strengths of Focus Group Discussion. 5½ marks

5b. Discuss the purpose of Case Study as outlined by Osuala (2005). (12 marks)